



# Broward County's Water Conservation Initiatives

Presented to

Broward Water Resources Task Force

December 15, 2009

# Broward Water Conservation Programs

**Goal:** *Protect the quantity and quality of Broward's water resources to meet current and future needs*

**Objective:** *Educate and motivate individuals to understand, participate in, and implement actions consistent with effective and efficient water management strategies*

- Multi-pronged approach focused on education and outdoor conservation programs targeted at residents, property owners and managers, and landscape professionals
- Designed to produce long-term reductions in water demand with water quality improvement
- Focused on water conservation efficiencies, and operational and system improvements
- Supported by numerous partners, including the SFWMD, municipalities, private utilities, drainage districts, water control districts, and the business community

# Broward Water Conservation Programs

*Broad set of water conservation programs grouped under the “Water Matters” campaign launched in 2002:*

Water Matters Day (initiated in 2003) - Annual community event providing information about regional water resources, the importance of water conservation and water quality protection, and best management practices that can be implemented at home to sustain and protect resources

NatureScape Broward (initiated in 2004) - Encourages adoption of landscape best management practices, including the planting and propagation of native and non-invasive plants, xeriscaping and appropriate fertilization, irrigation and pest management methods

Know the Flow (initiated in 2004) - Provides outreach on local regional water management efforts and appropriate best management practices to conserve water and reduce polluted runoff

NatureScape Irrigation Service (initiated in 2005) - A conservation-based technical service (mobile irrigation lab) that provides evaluations and recommendations to large water users for irrigation system improvements that reduce water usage

# Water Matters Day

## *Promoting Water Conservation through Outreach Events*



7th Annual Water Matters Day event held on March 14, 2009, attended by 3,200 visitors



Learned about Broward's unique water resources, conservation, proper landscaping measures and habitat protection strategies

Took home 3,700 free native trees and plants for their home landscapes

Supported by a number of local and regional sponsors and volunteers



***8th Annual Water Matters Day event to be held on March 13, 2010***



# NatureScape Broward

## Creating Water-Conserving Landscapes through Strong Stewardship

## Program Goals:

- Create a network of NatureScape sanctuaries throughout Broward County
- Increase the propagation and use of native plants by 50 percent
- Serve as role model in Florida for compliance with xeriscape statutes
- Become a nationally recognized program of environmental stewardship
- Educate and provide support to Broward County residents



# NatureScape Broward

## *How Are We Doing?*

- Total of 2,733 NatureScape Certified Landscapes county-wide
- Certified Community Wildlife Habitats: Broward County, Coconut Creek, Coral Springs, Hallandale Beach, Lighthouse Point, Oakland Park, Parkland, Plantation, Wilton Manors

## *NatureScape Environmental Education in FY '09*

- Provided 143 seminars and presentations covering NatureScape Broward principles with 13,300 attendees
- Included residents, business and civic groups, homeowner associations, property managers, county and municipal staff, Master Gardeners in training, students, teachers and School Board officials
- 7 Habitat Steward trainings for residents and teachers
- with 255 attendees and 43 habitat stewards certified
- Over 40,000 hits on the NatureScape Broward website



# Know the Flow

## *Conserving Water While Protecting Water Quality*

### Know-the-Flow Public Workshops:

- Promotes the prudent use of water, fertilizers and pesticides
- Targets residents, property managers, municipal employees and landscape professionals
- In FY '09, conducted 34 workshops with 770 participants

Non-ECP Initiative: Focused KFT outreach in basins that drain directly to the Everglades (Non-Everglades Construction Project Basins) and conducted in coordination with SFWMD



# NatureScape Irrigation Service

## *Conservation Program with Quantifiable Water Savings*

Mobile Irrigation Labs are a recommended water conservation strategy by the State with measurable and significant water savings

### Broward NIS:

- Targets large outdoor water users and provides irrigation system evaluations and recommendations for improved system efficiency
- Partnership among 22 municipalities, public and private utilities, and Broward Water and Wastewater Services program
- Representative of 4 years of successful program implementation which continues to achieve significant water savings





# NatureScape Irrigation Service

## *Measurable Success Since Program Inception (2005)*

- Conducted 1,017 irrigation system evaluations
- 25% average water demand reduction per site
- Saved 13 billion gallons of water

## *FY '09 Statistics*

- Conducted 272 irrigation system evaluations
- 36% average water demand reduction
- Saved 109 million gallons of water



## *Five-year Contract Renewal Currently in Progress*

- Program not possible without interlocal partnerships
- Contract renewal critical to program continuity and water saving success
- Challenging in current budget climate, strong support needed

# *WRTF Recommendation for Continued Support of Broward County Water Conservation Initiatives*



# For More Information

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